

TECHNIQUE FOR EFFECTIVE COMMUNICATIONS WITH,  
AND PROVISION OF GLOBAL POSITIONING SYSTEM (GPS) BASED  
ADVERTISING INFORMATION TO, AUTOMOBILES

Abstract of the Disclosure

5           In an automobile, communications to and from  
the automobile are in the form of messages. Such  
messages are referred to as "electronic car-mail" or "C-  
mail" messages as each message has a destination or  
10           origination address which includes an identifier, e.g., a  
vehicle identification number (VIN), identifying the  
automobile. The messages may be delivered to the  
automobile from a remote server through a communications  
network, e.g., the Internet. One such message may  
contain a recall notice to the automobile. Another  
15           message may contain just-in-time map information for  
navigation, depending on the current location of the  
automobile. Yet another message may contain advertising  
information concerning selected entities, e.g.,  
restaurants, gas stations, department stores, etc., also  
20           depending on the current location of the automobile. The  
messages transmitted from the automobile to the remote  
server may contain, e.g., GPS information identifying the  
location of the automobile, dynamic data furnished by  
sensors in the automobile for analysis, an odometer  
25           reading and a speedometer reading for records, etc.